

FIG. 1
PRIOR ART

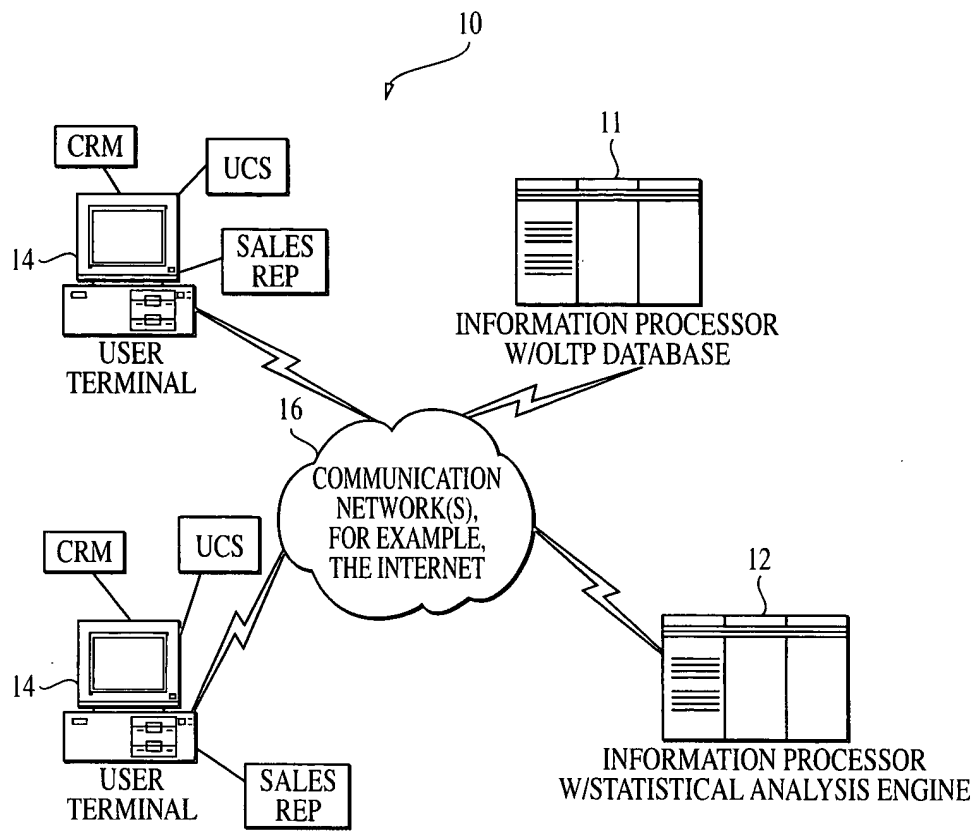


FIG. 2

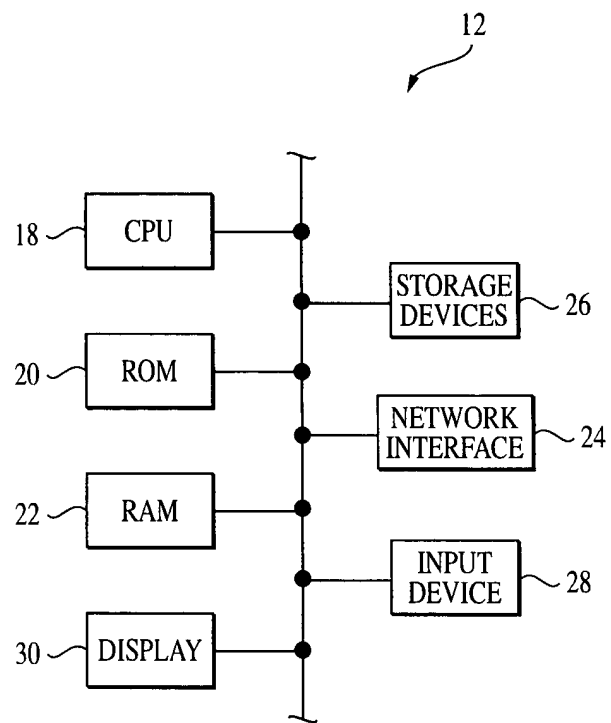


FIG. 3

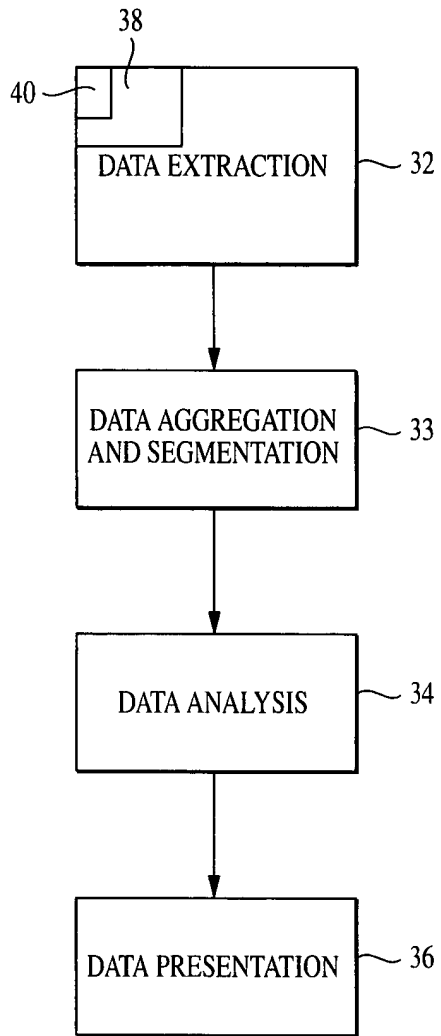


FIG. 4

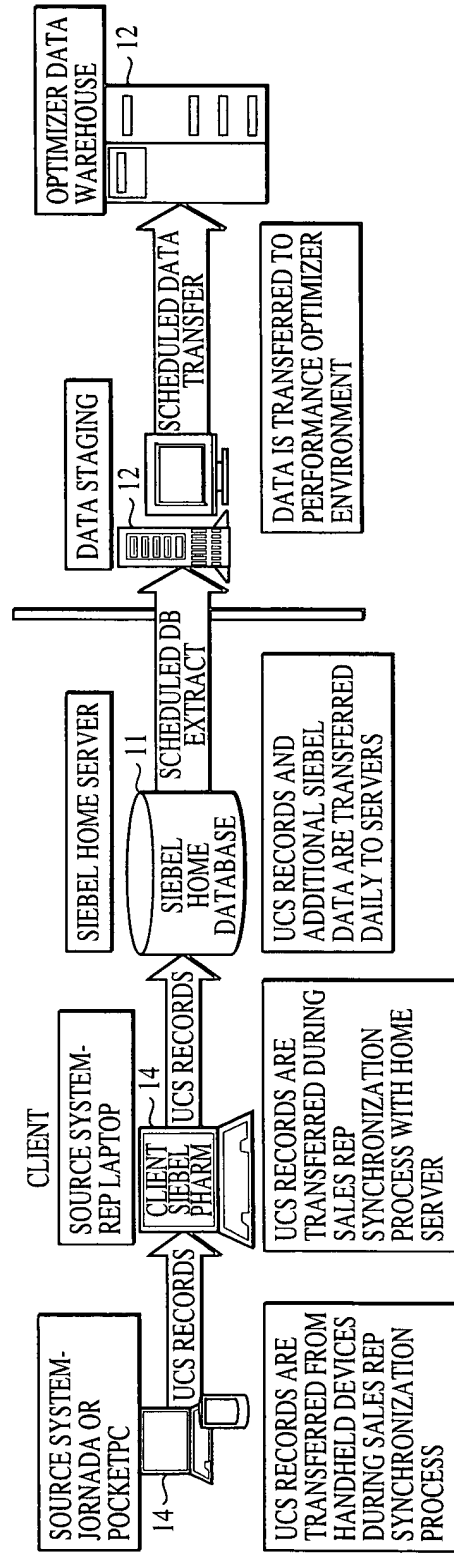


FIG. 4A

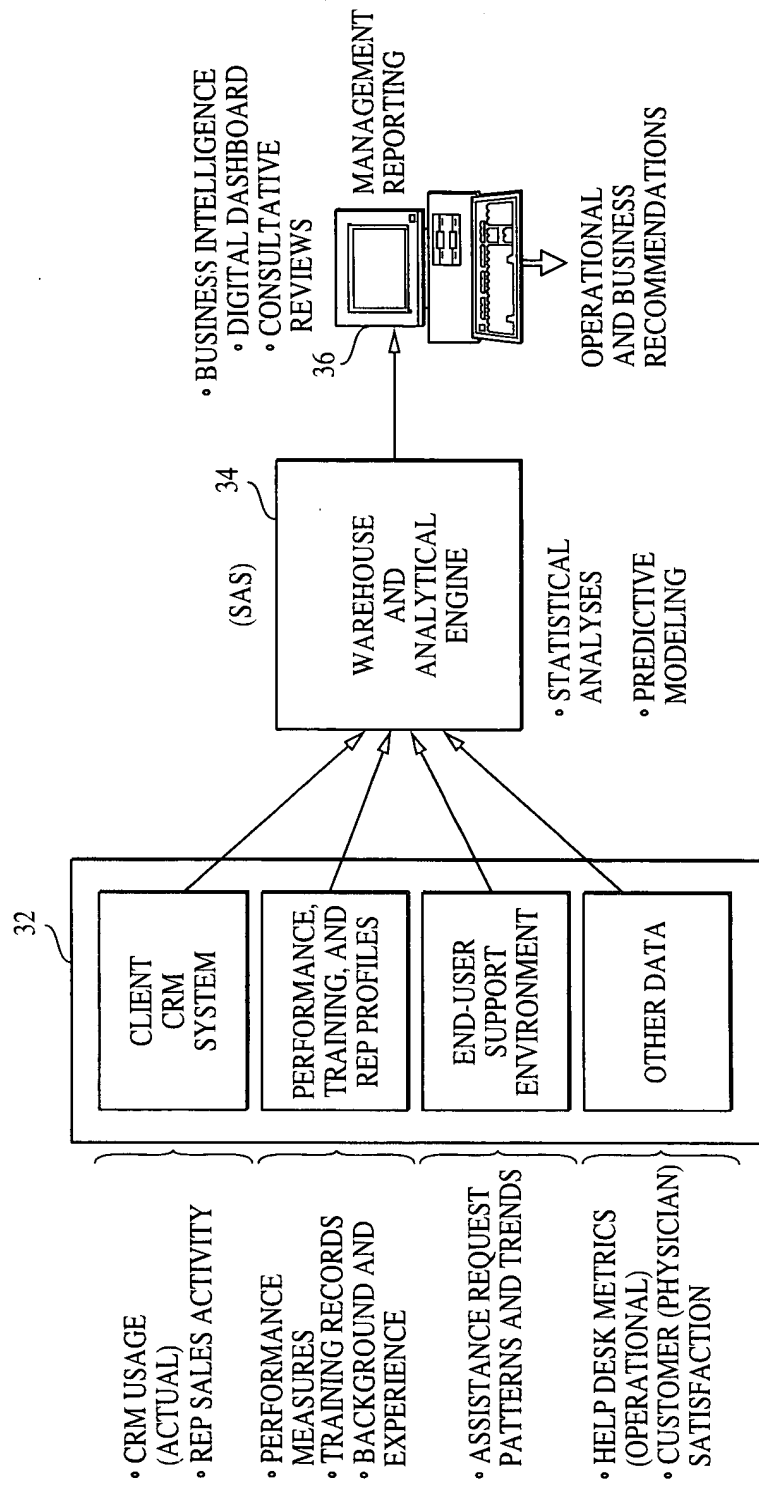


FIG. 5

BUSINESS PROCESSES AND SUB-PROCESSES	
• ADMIN	• POSTCALL
> INFORMATIONAL	> DETAILING
> SYSTEM	> INFORMATIONAL
> TIME OFF TERRITORY	
• ANALYSIS	• PRECALL
> EFFORT	> INFORMATIONAL
> INFORMATIONAL	> PLANNING
> MARKET	> SCHEDULING
> PLANNING	
• EVENTS	
> EXECUTION	
> PLANNING	
	• OTHER (INCLUDED)
	• MANAGER (NOT INCLUDED)

FIG. 5A

DEPENDENT VARIABLE: ATTAINMENT OF QUOTA	
• CRM SYSTEM DIAGNOSTICS: SESSIONS, SYNCs, QUERIES, TIMEOUTS	
• TIME ELEMENTS: PRECALL-SCHEDULING, PRECALL-PLANNING, PRECALL-INFORMATIONAL, POSTCALL-DETAILING, POSTCALL-INFORMATIONAL, EVENT-PLANNING, EVENT-EXECUTION, ANALYSIS-PLANNING, ANALYSIS-MARKET, ANALYSIS-INFORMATIONAL, ANALYSIS-EFFORT, ADMIN-TOT, ADMIN-SYSTEM, ADMIN-INFORMATIONAL, OTHER VIEWS	
• HITS ELEMENTS: PRECALL-SCHEDULING, PRECALL-PLANNING, PRECALL-INFORMATIONAL, POSTCALL-INFORMATIONAL, POSTCALL-DETAILING, EVENT-PLANNING, EVENT-EXECUTION, ANALYSIS-PLANNING, ANALYSIS-MARKET, ANALYSIS-INFORMATIONAL, ANALYSIS-EFFORT, ADMIN-TOT, ADMIN-SYSTEM, ADMIN-INFORMATIONAL, OTHER VIEWS	
• EFFORT: ACTIVITIES, DETAILS	
• HELPDESK: OFF THE SHELF, HARDWARE, CLIENT SPECIFIC, BUSINESS EVENTS, CONNECTIVITY, EMAIL, SFA-CRM	
• INDICATORS: ISS REPS, TRAINER REPS	
• DEMOGRAPHIC: YEARS IN TERRITORY, YEARS WITH BERLEX, QUOTA END OF YEAR	

FIG. 5B

DEPENDENT VARIABLE: DETAILS

- CRM SYSTEM DIAGNOSTICS: SESSIONS, SYNCs, QUERIES, TIMEOUTS
- TIME ELEMENTS: PRECALL-SCHEDULING, PRECALL-PLANNING, PRECALL-INFORMATIONAL, POSTCALL-DETAILING, POSTCALL-INFORMATIONAL, EVENT-PLANNING, EVENT-EXECUTION, ANALYSIS-PLANNING, ANALYSIS-MARKET, ANALYSIS-INFORMATIONAL, ANALYSIS-EFFORT, ADMIN-TOT, ADMIN-SYSTEM, ADMIN-INFORMATIONAL, OTHER VIEWS
- HITS ELEMENTS: PRECALL-SCHEDULING, PRECALL-PLANNING, PRECALL-INFORMATIONAL, POSTCALL-INFORMATIONAL, POSTCALL-DETAILING, EVENT-PLANNING, EVENT-EXECUTION, ANALYSIS-PLANNING, ANALYSIS-MARKET, ANALYSIS-INFORMATIONAL, ANALYSIS-EFFORT, ADMIN-TOT, ADMIN-SYSTEM, ADMIN-INFORMATIONAL, OTHER VIEWS
- HELPDESK: OFF THE SHELF, HARDWARE, CLIENT SPECIFIC, BUSINESS EVENTS, CONNECTIVITY, EMAIL, SFA-CRM
- INDICATORS: ISS REPS, TRAINER REPS
- DEMOGRAPHIC: YEARS IN TERRITORY

FIG. 5C

DEPENDENT VARIABLES: HITS AND USAGE

- EFFORT: ACTIVITIES, DETAILS
- HELPDESK: OFF THE SHELF, HARDWARE, CLIENT SPECIFIC, BUSINESS EVENTS, CONNECTIVITY EMAIL, SFA-CRM
- INDICATORS: ISS REPS, TRAINER REPS
- DEMOGRAPHIC: YEARS IN TERRITORY

FIG. 5D

USAGE DASHBOARD CONCEPTUAL/LOGICAL DIMENSIONAL MODEL - PART I

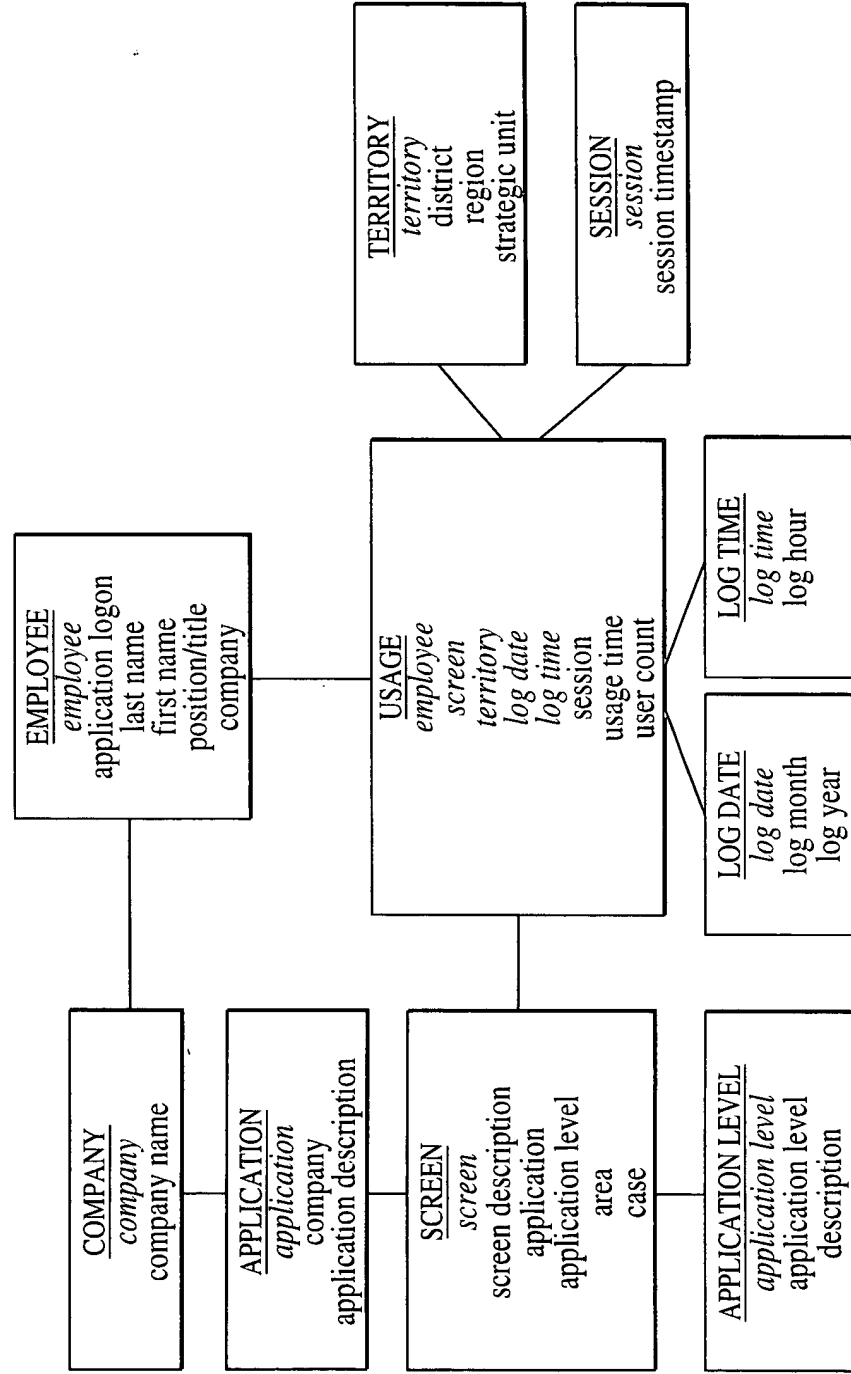


FIG. 6A

USAGE DASHBOARD PHYSICAL DIMENSIONAL MODEL - PART I

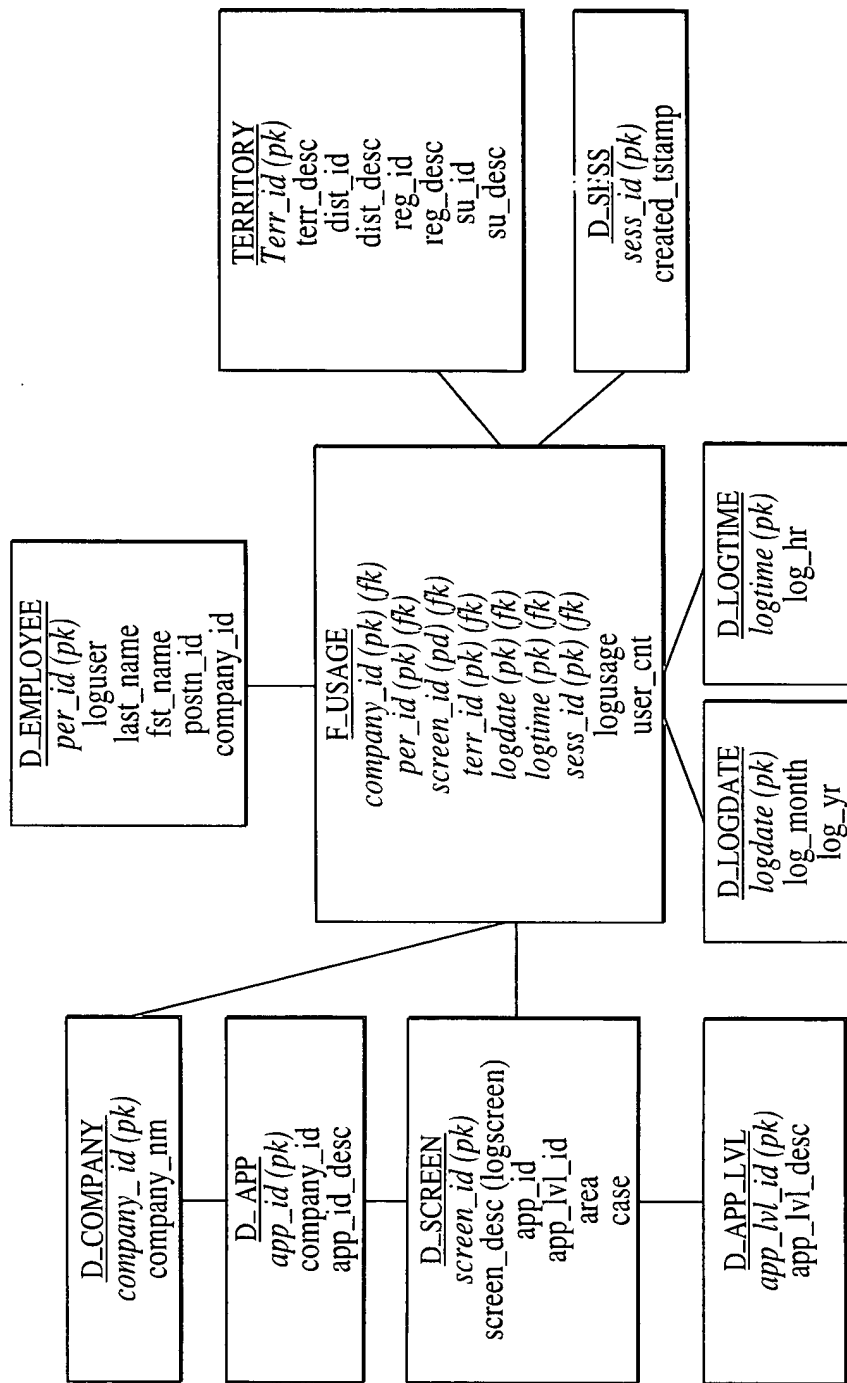


FIG. 6B

USAGE DASHBOARD CONCEPTUAL/LOGICAL DIMENSIONAL MODEL - PART II

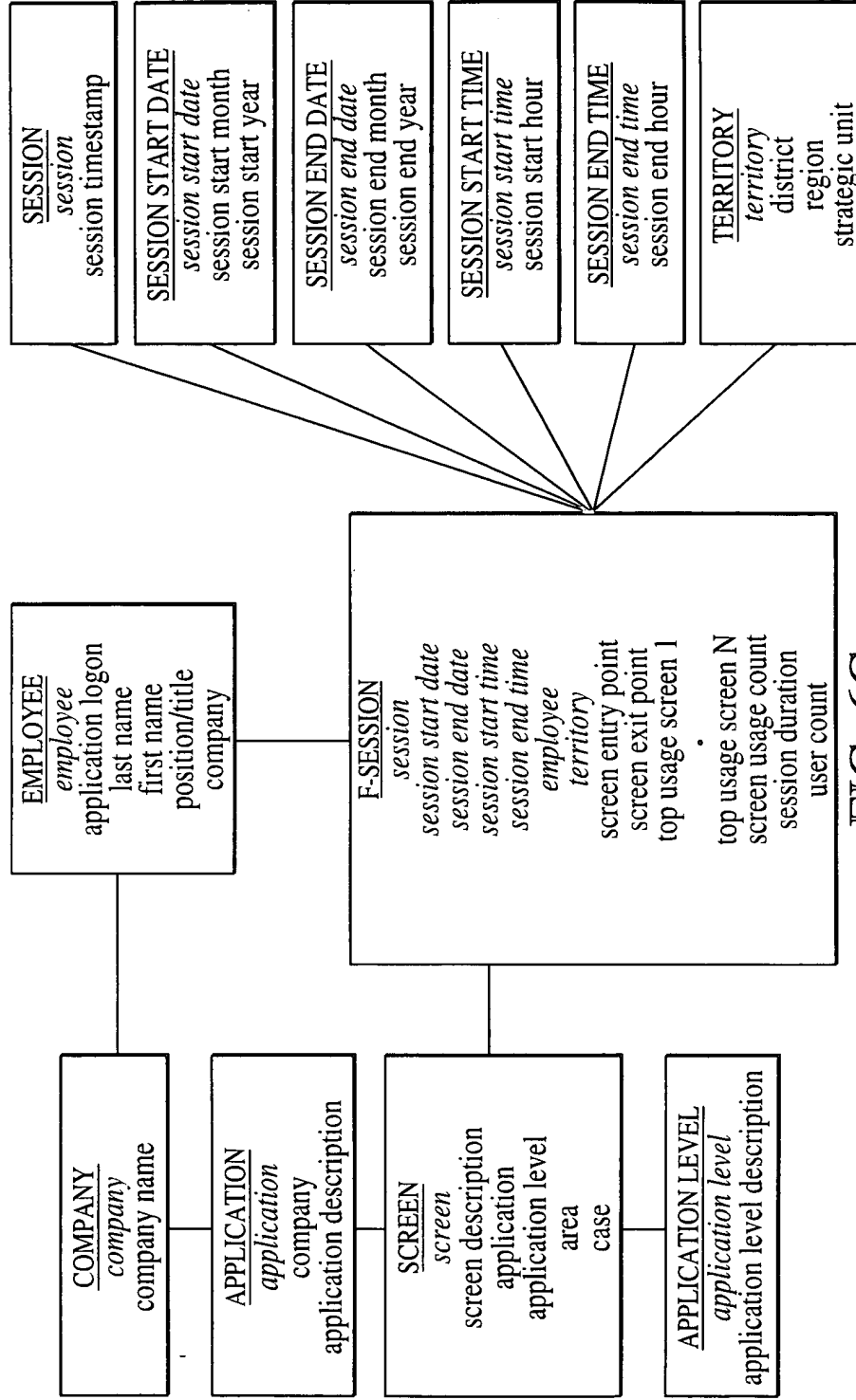


FIG. 6C

USAGE DASHBOARD PHYSICAL DIMENSIONAL MODEL - PART II

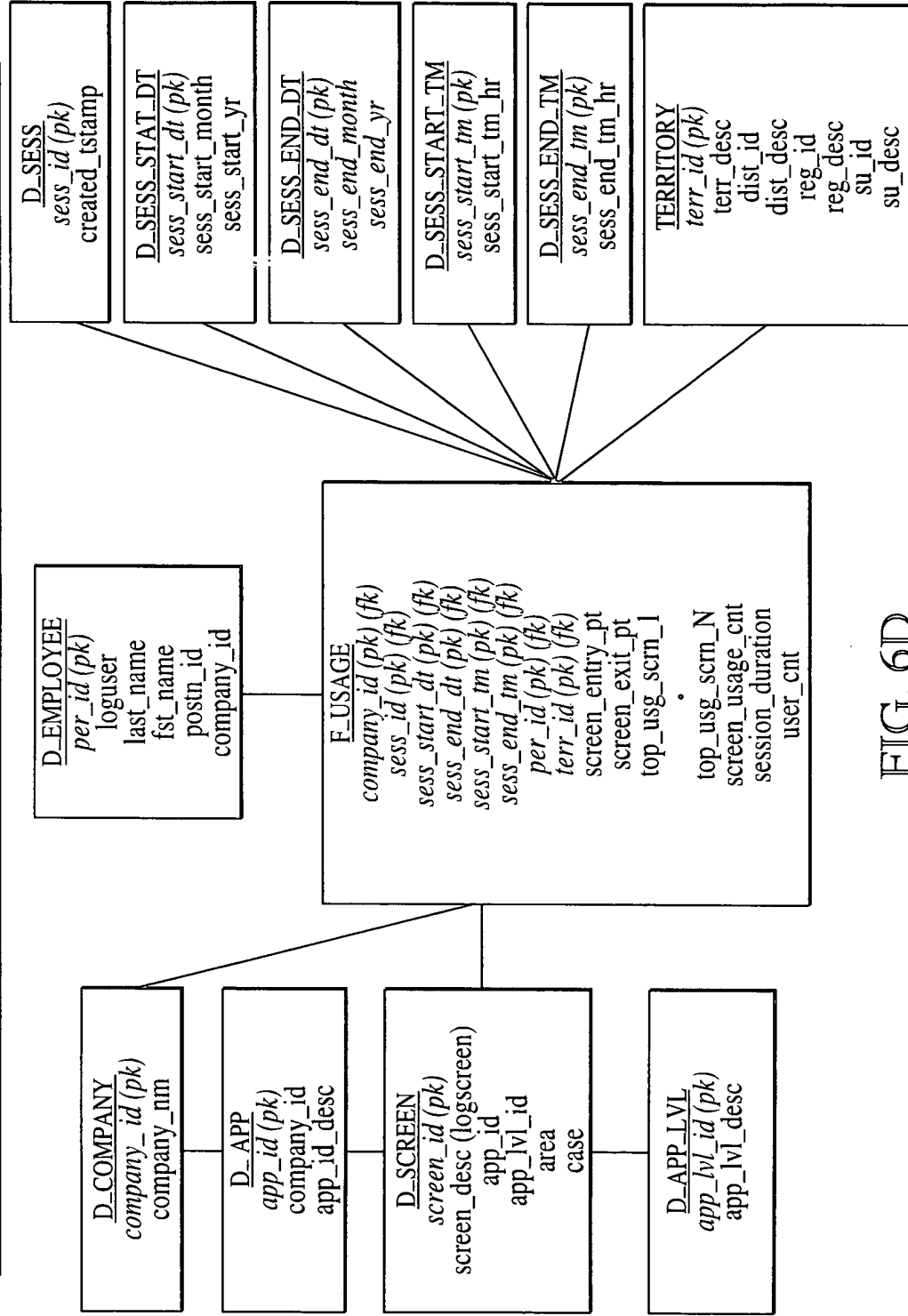


FIG. 6D

USAGE DASHBOARD CONCEPTUAL/LOGICAL DIMENSIONAL MODEL - PART III

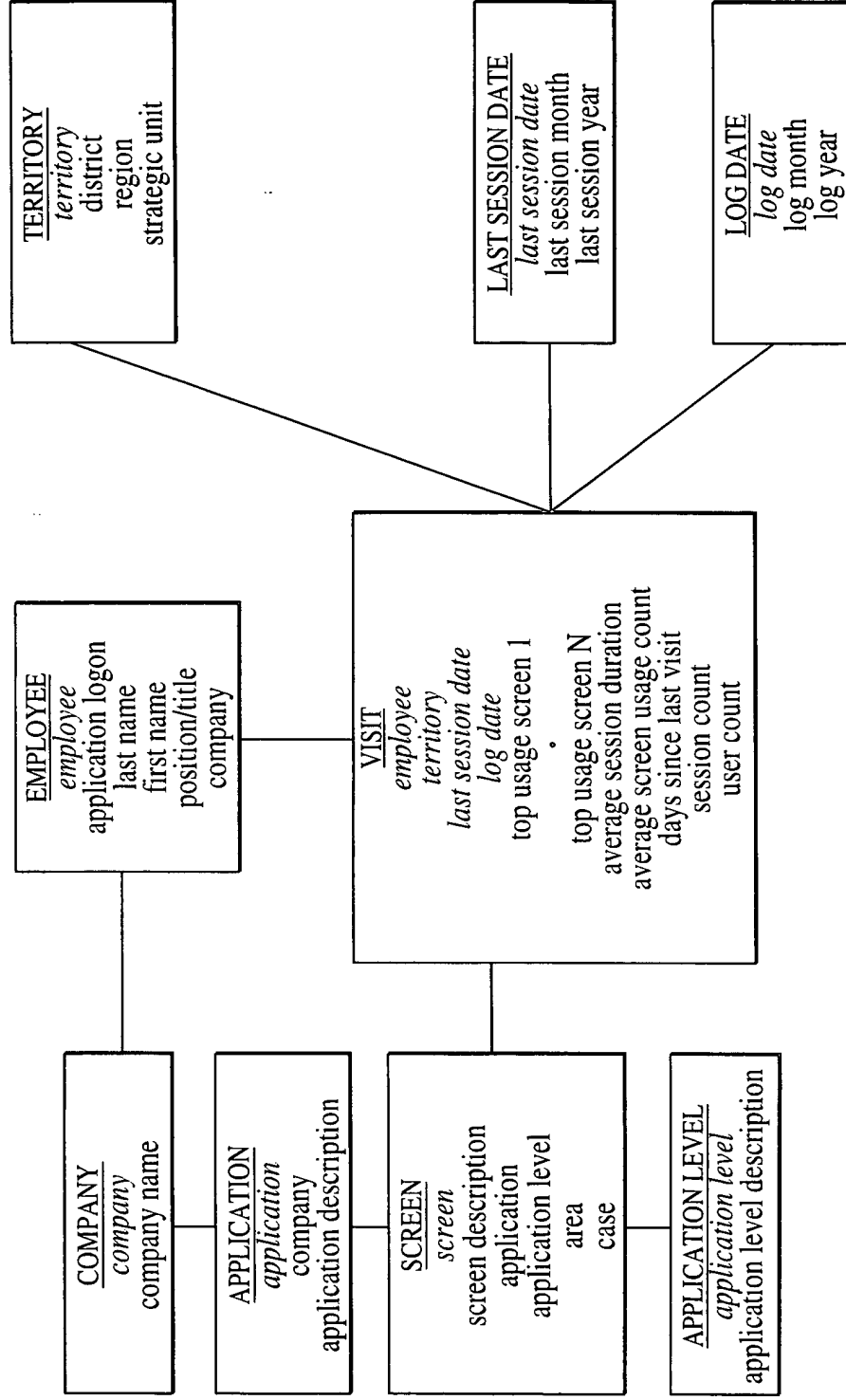


FIG. 6E

USAGE DASHBOARD PHYSICAL DIMENSIONAL MODEL - PART III

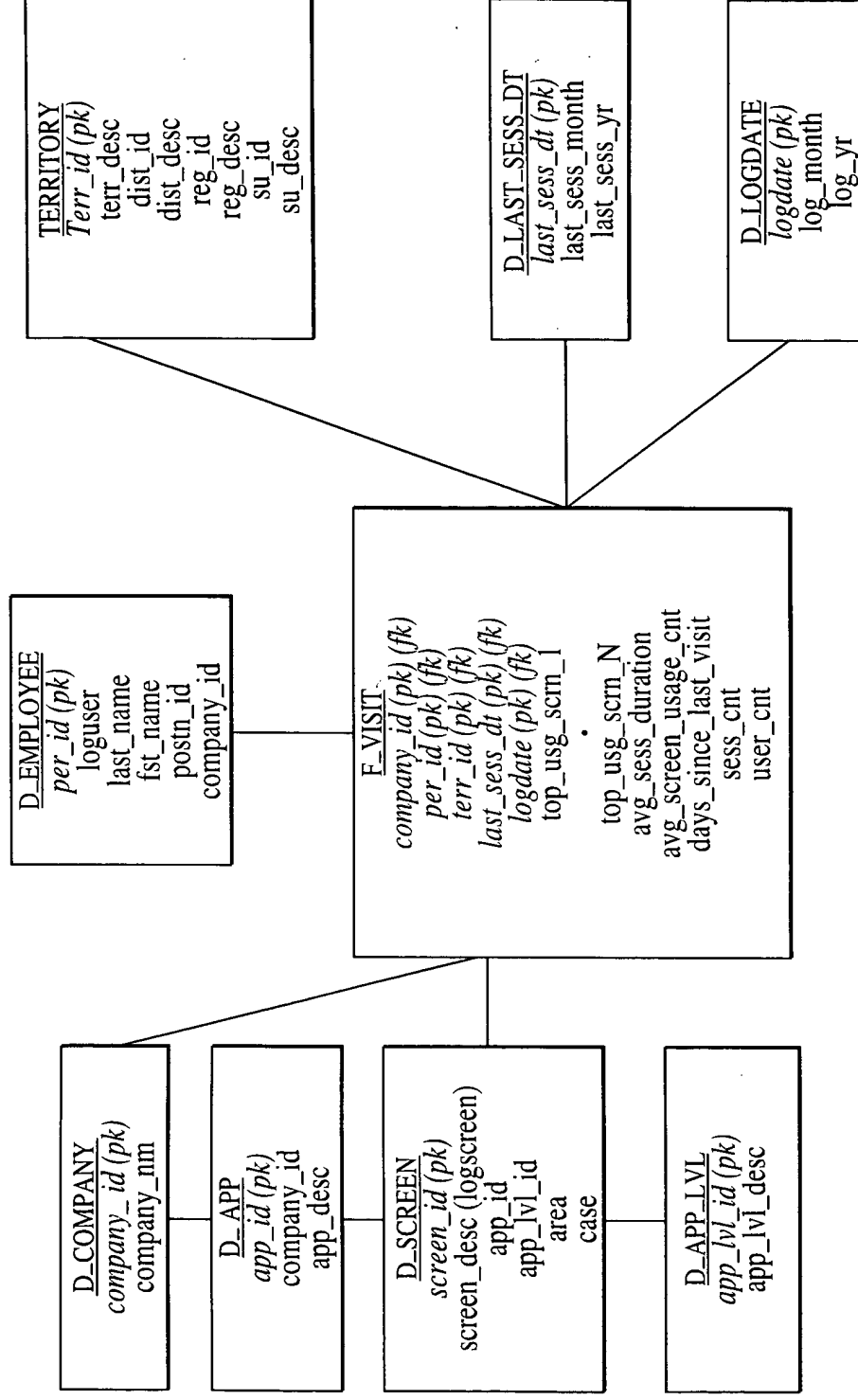


FIG. 6F

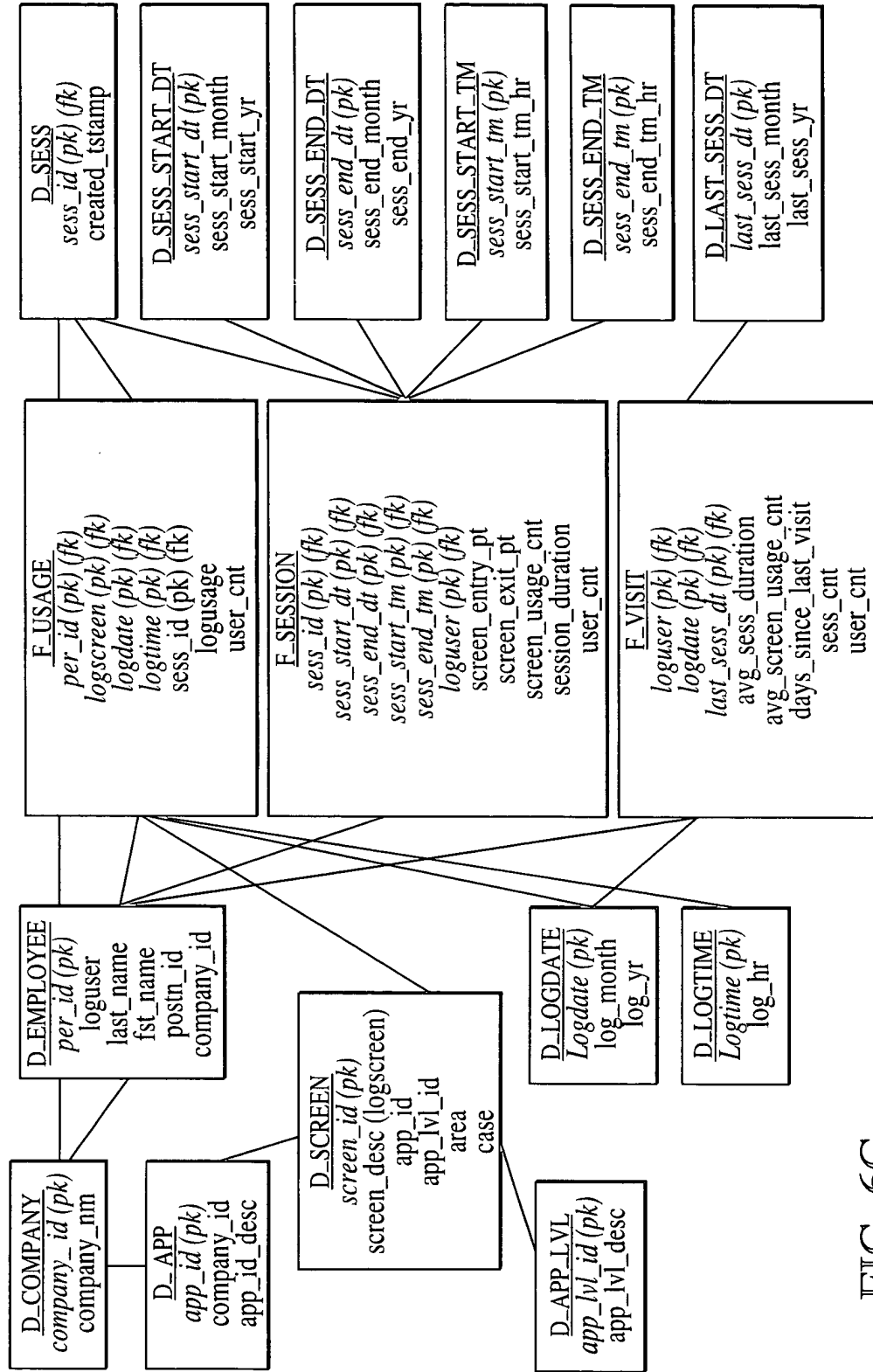


FIG. 6G

PERFORMANCE OUTCOMES DASHBOARD CONCEPTUAL/
LOGICAL DIMENSIONAL MODEL

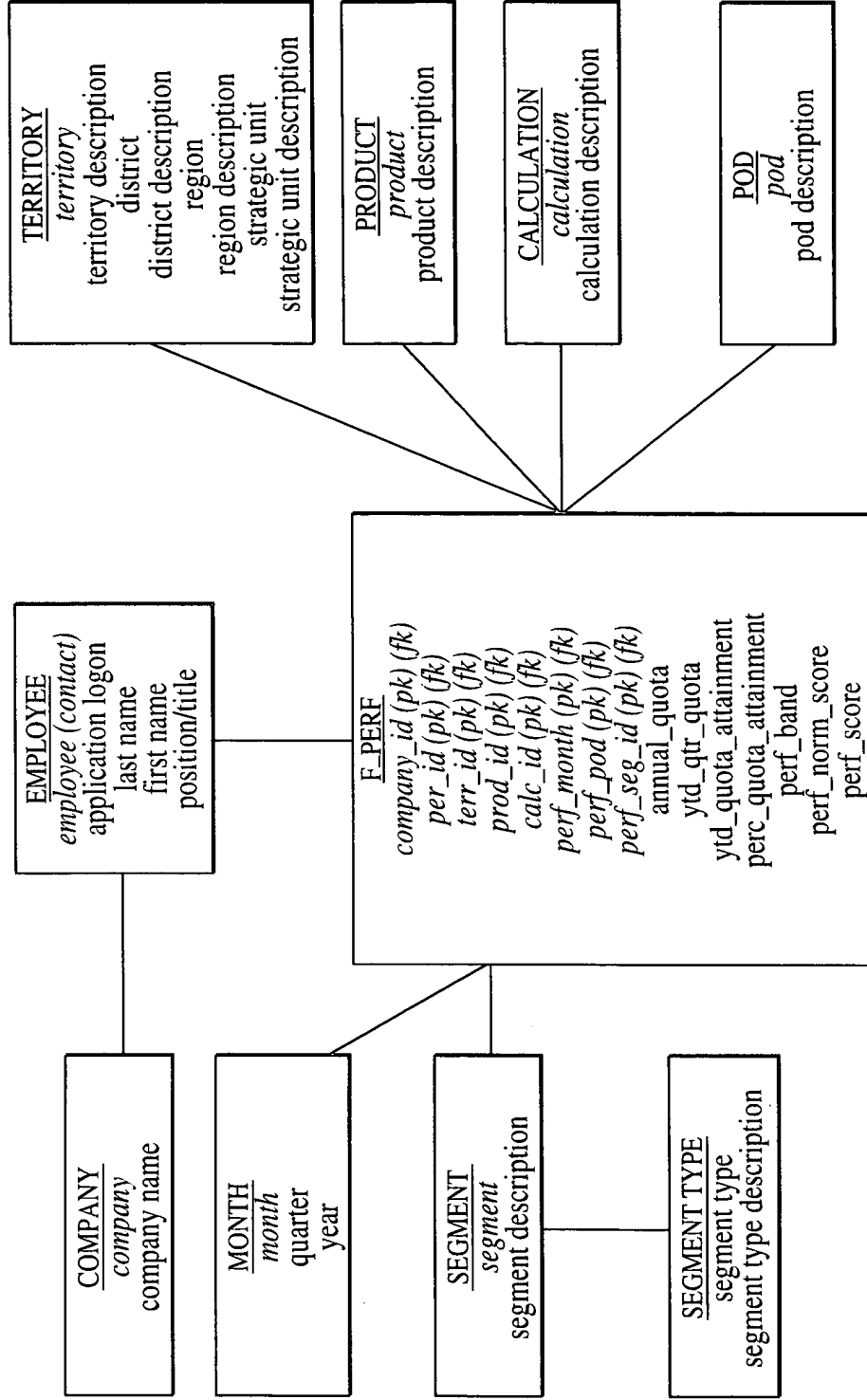


FIG. 6H

PERFORMANCE OUTCOMES DASHBOARD PHYSICAL DIMENSIONAL MODEL

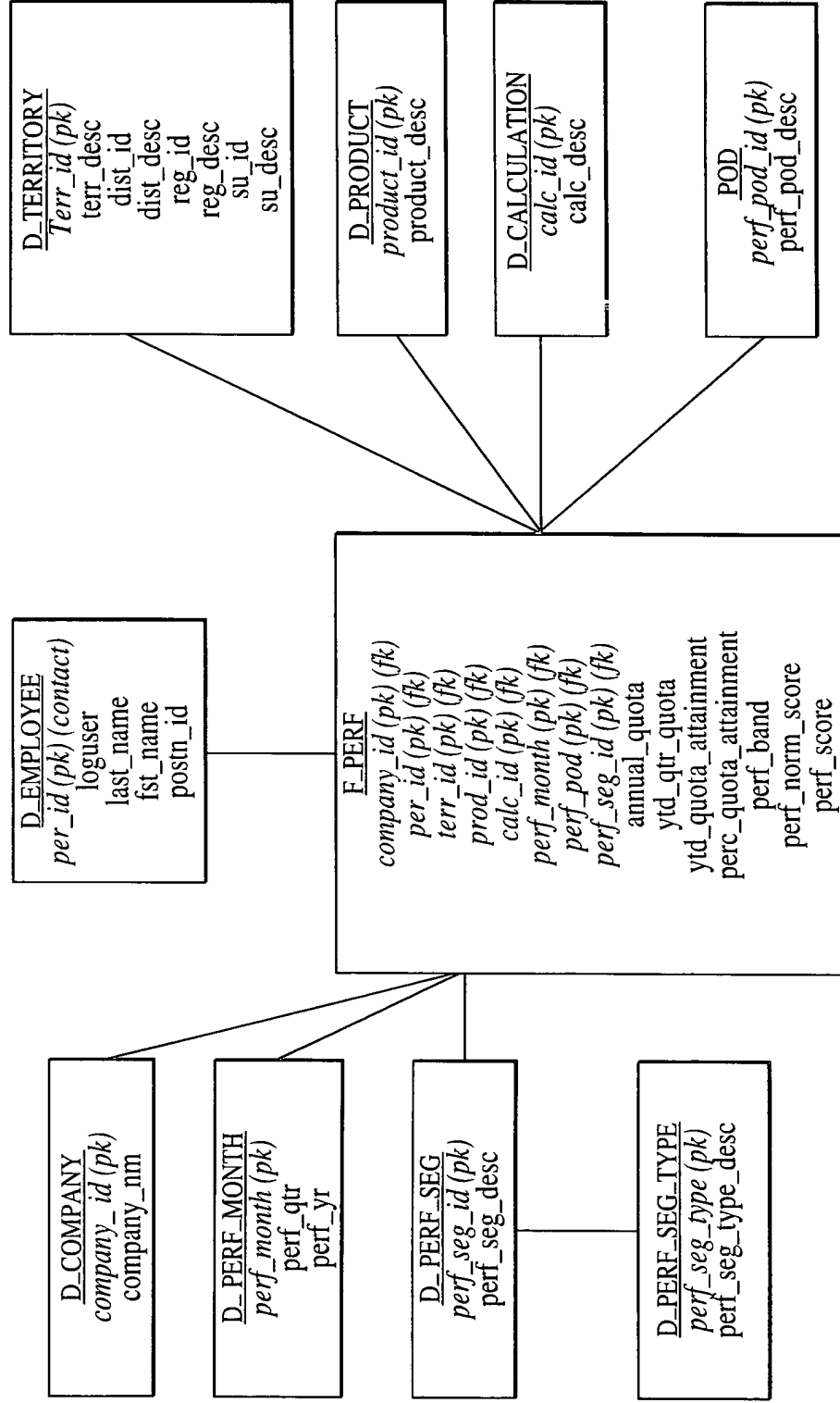


FIG. 6I

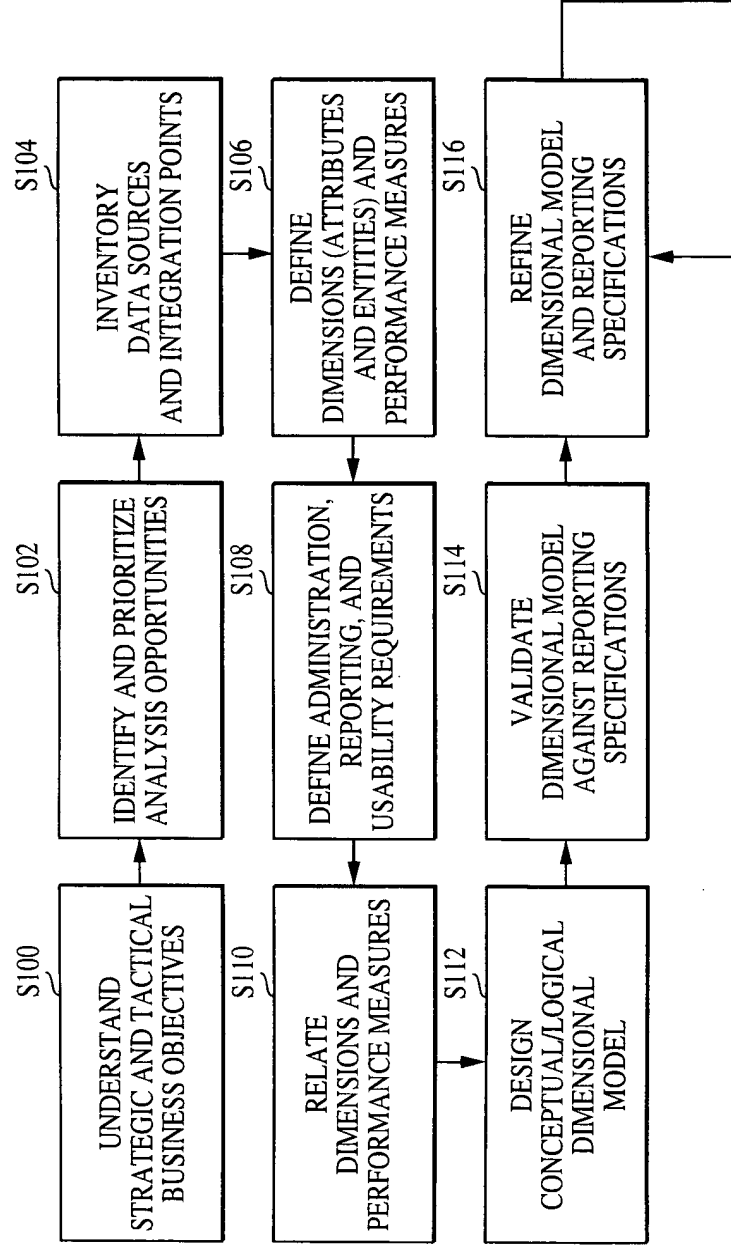


FIG. 7

ACCOUNT (COMPANY)	ASSET	CALL DETAIL (CONTACT)	FULFILLMENT (DELIVERY /SHIPMENT)
INVENTORY	INVOICE / ORDER	OFFER (PROMOTIONS)	PHYSICIAN (END CLIENT)
POD	PRODUCT	QUEUE / SWITCH	QUOTA (TRANSACTION)
SALES REPRESENTATIVE (CLIENT EMPLOYEE)	SCREEN	SEGMENT	SUPPORT CENTER (HELP DESK)
SURVEY	TERRITORY	TIME	USAGE

FIG. 8

STATISTICAL MODELING PHYSICAL DIMENSIONAL MODEL

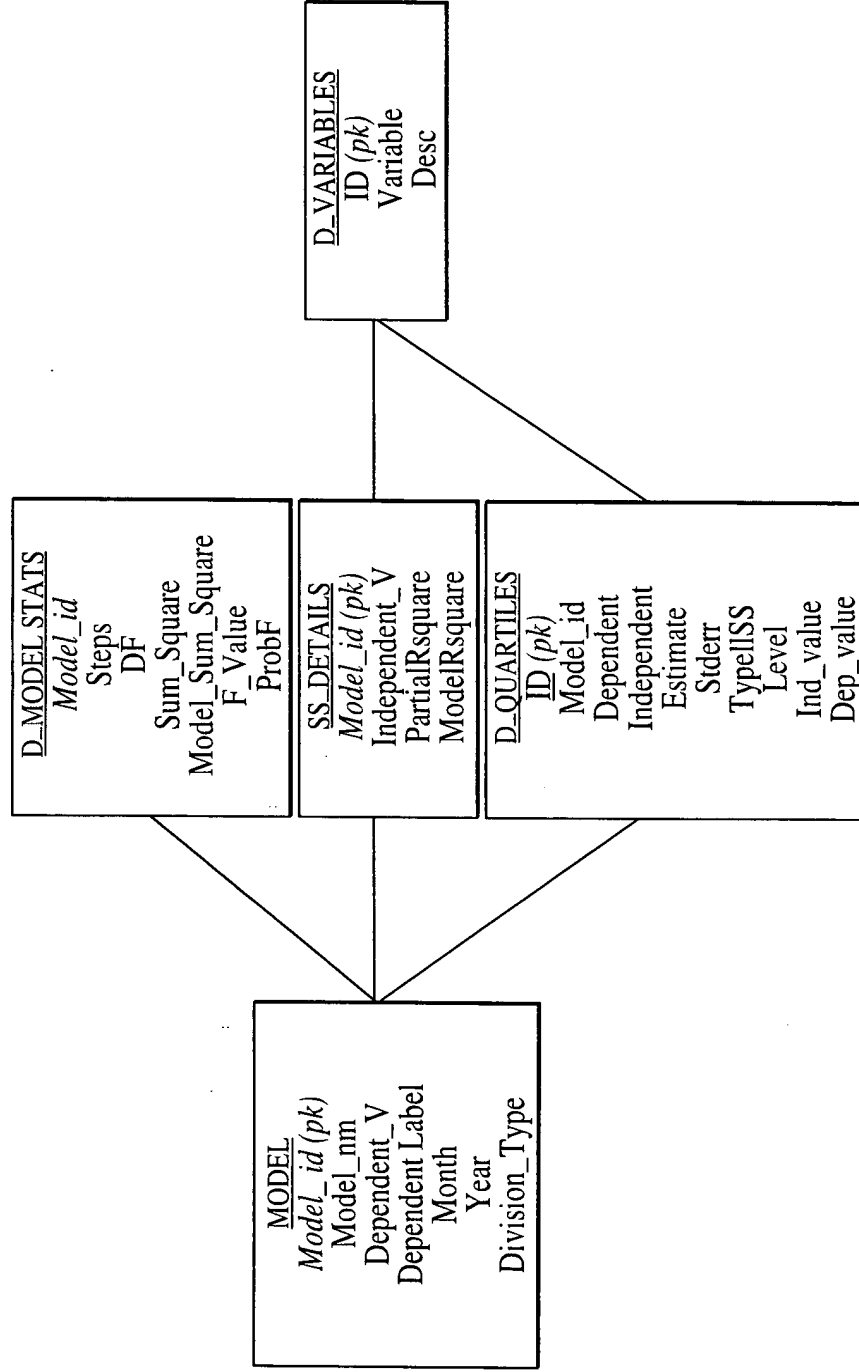


FIG. 8A

PRODUCT FRAMEWORK

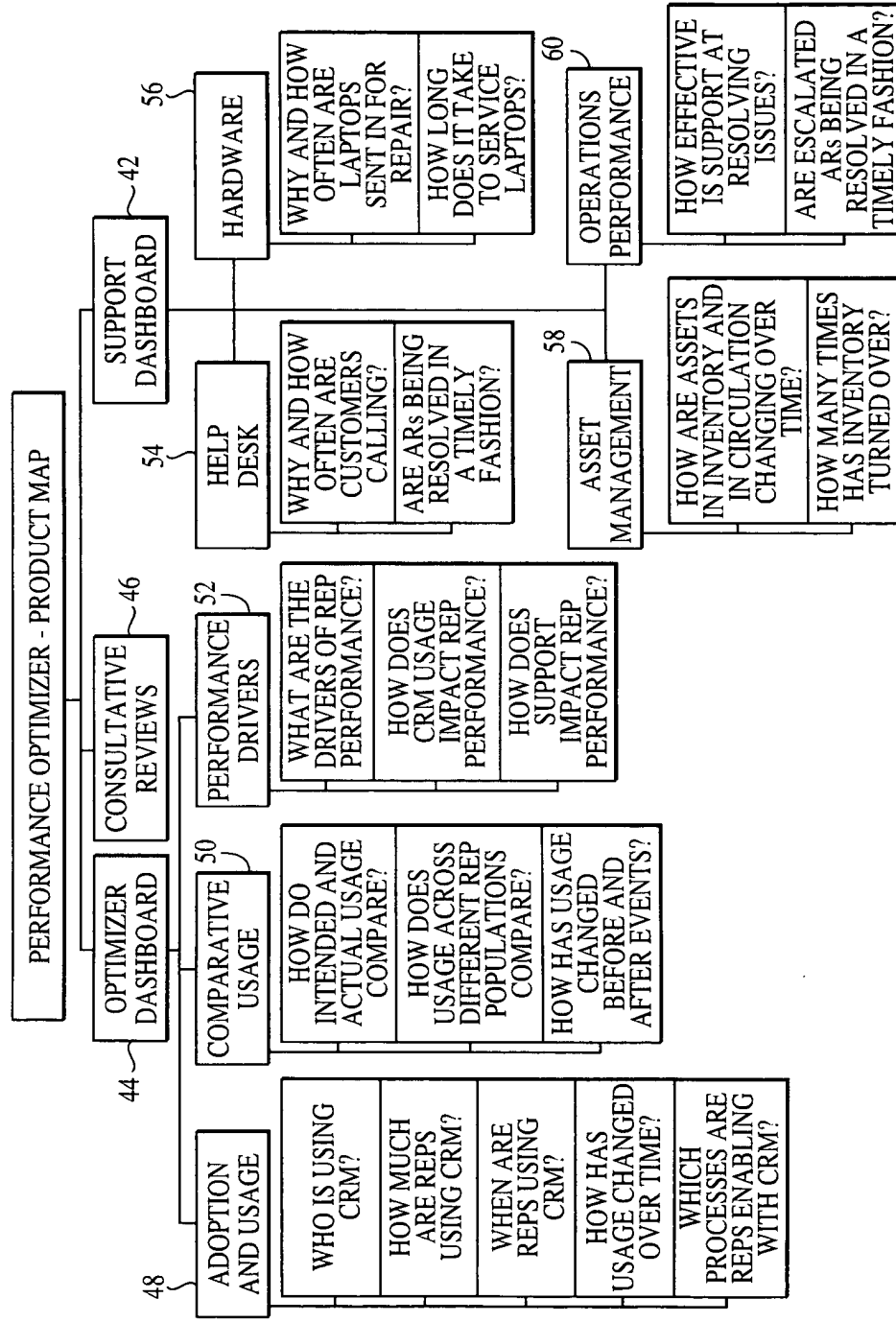
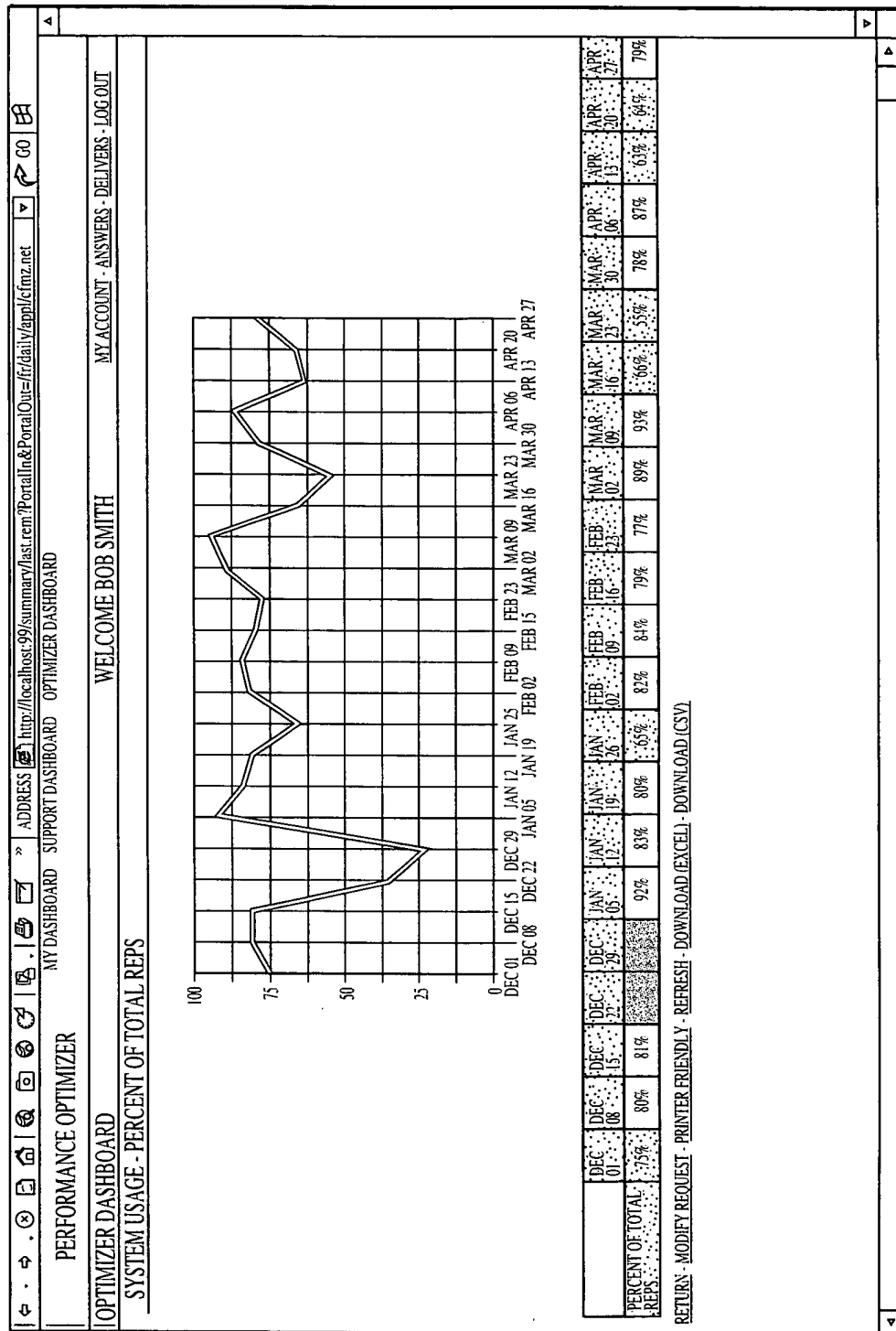
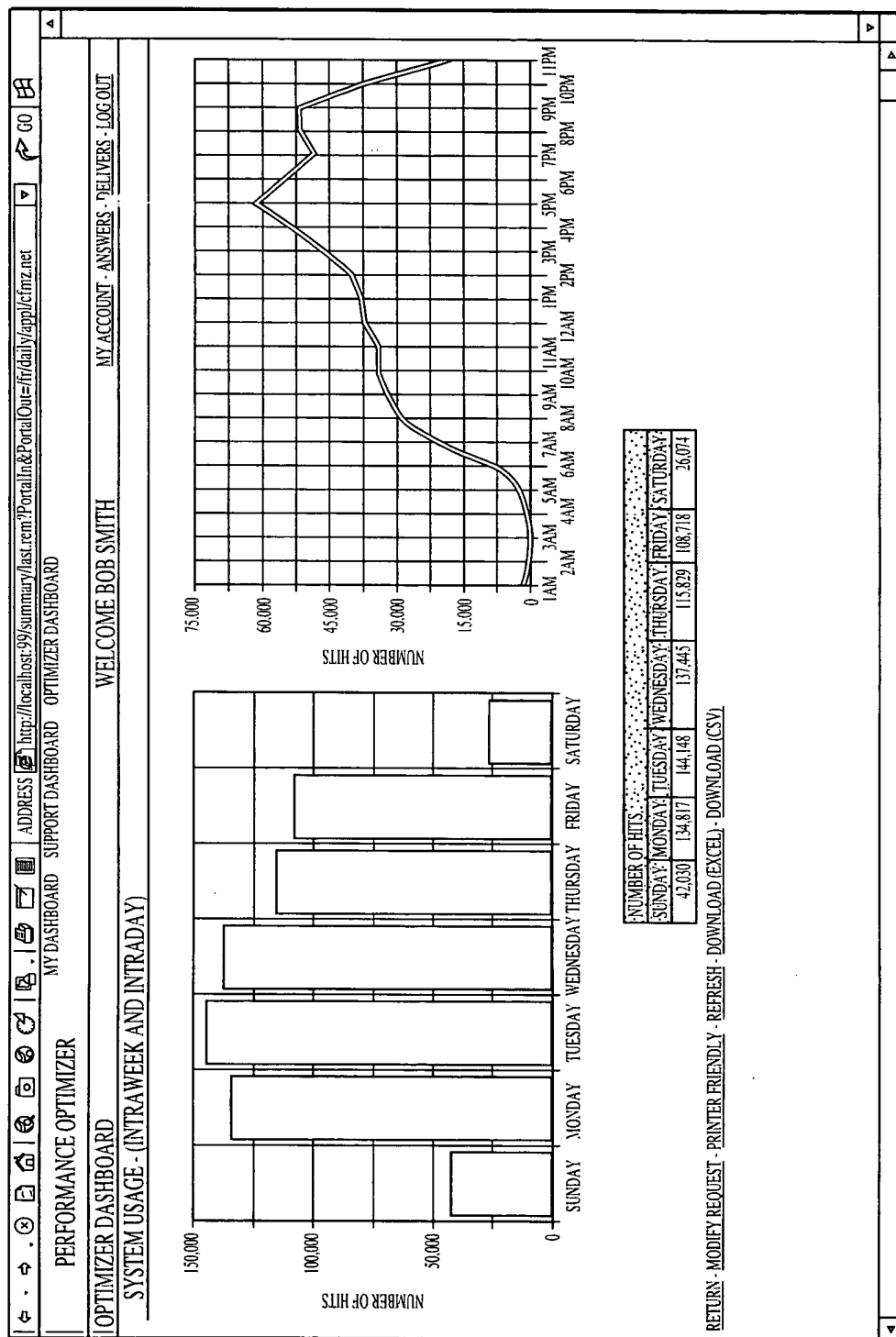


FIG. 9A





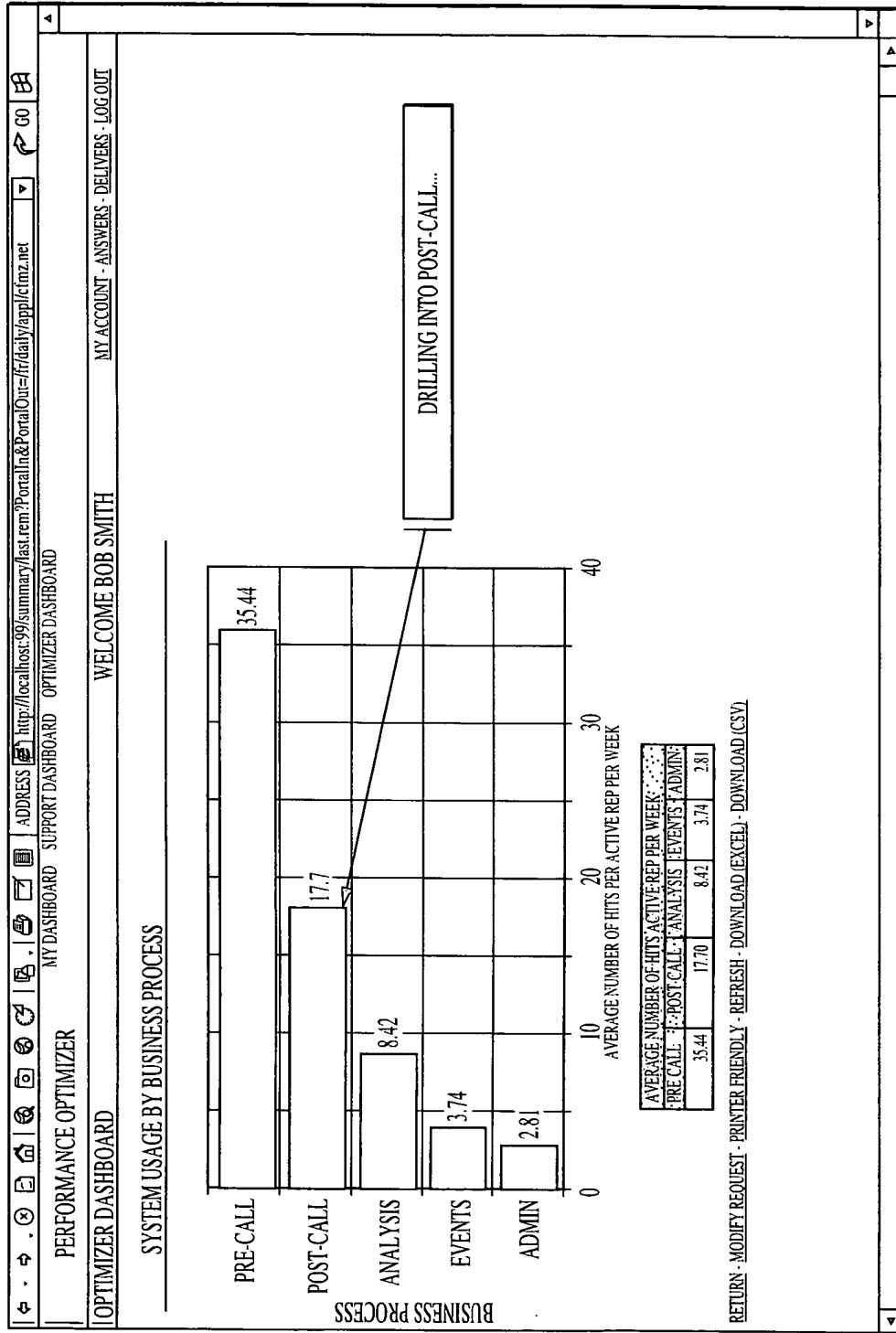


FIG. 9D

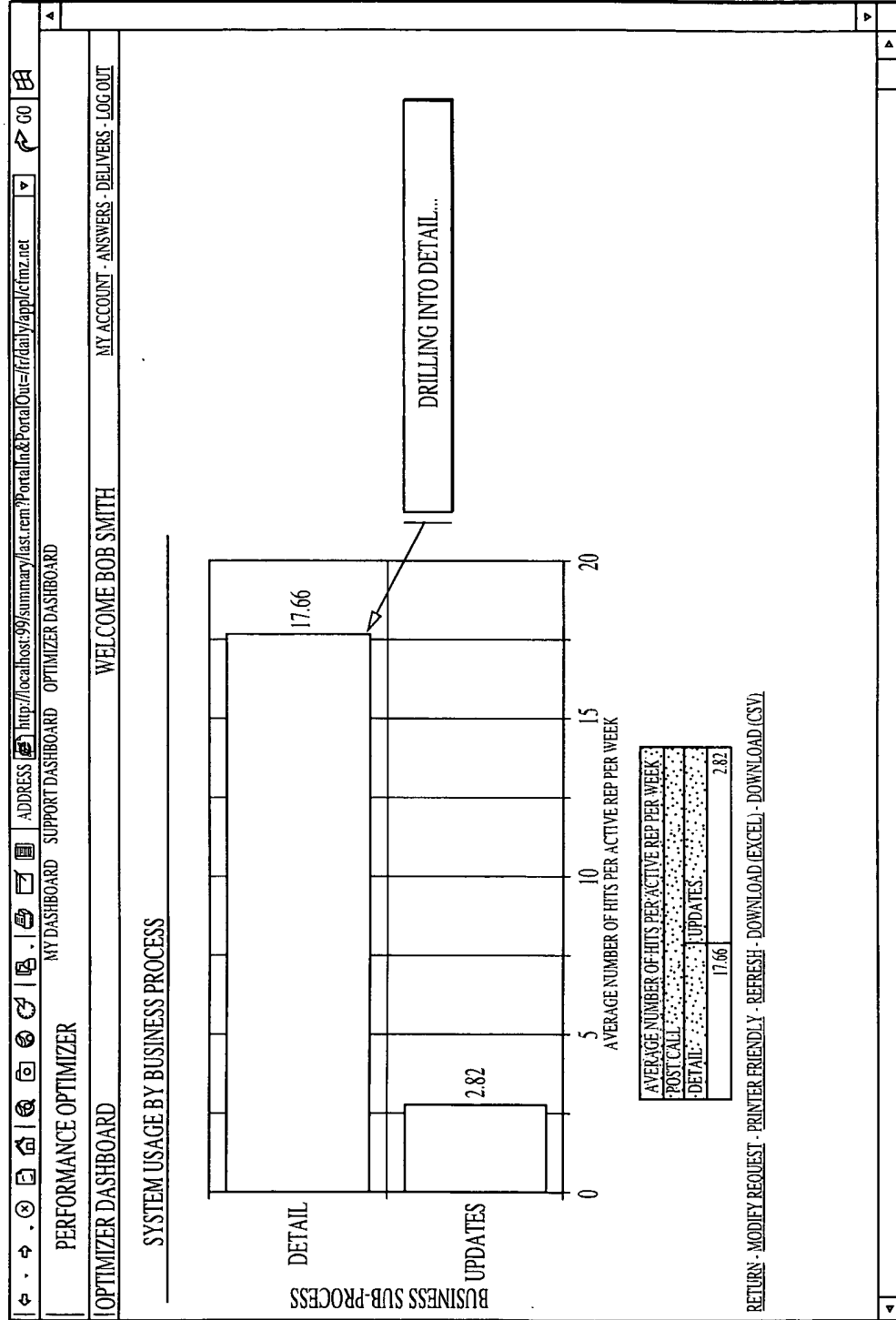
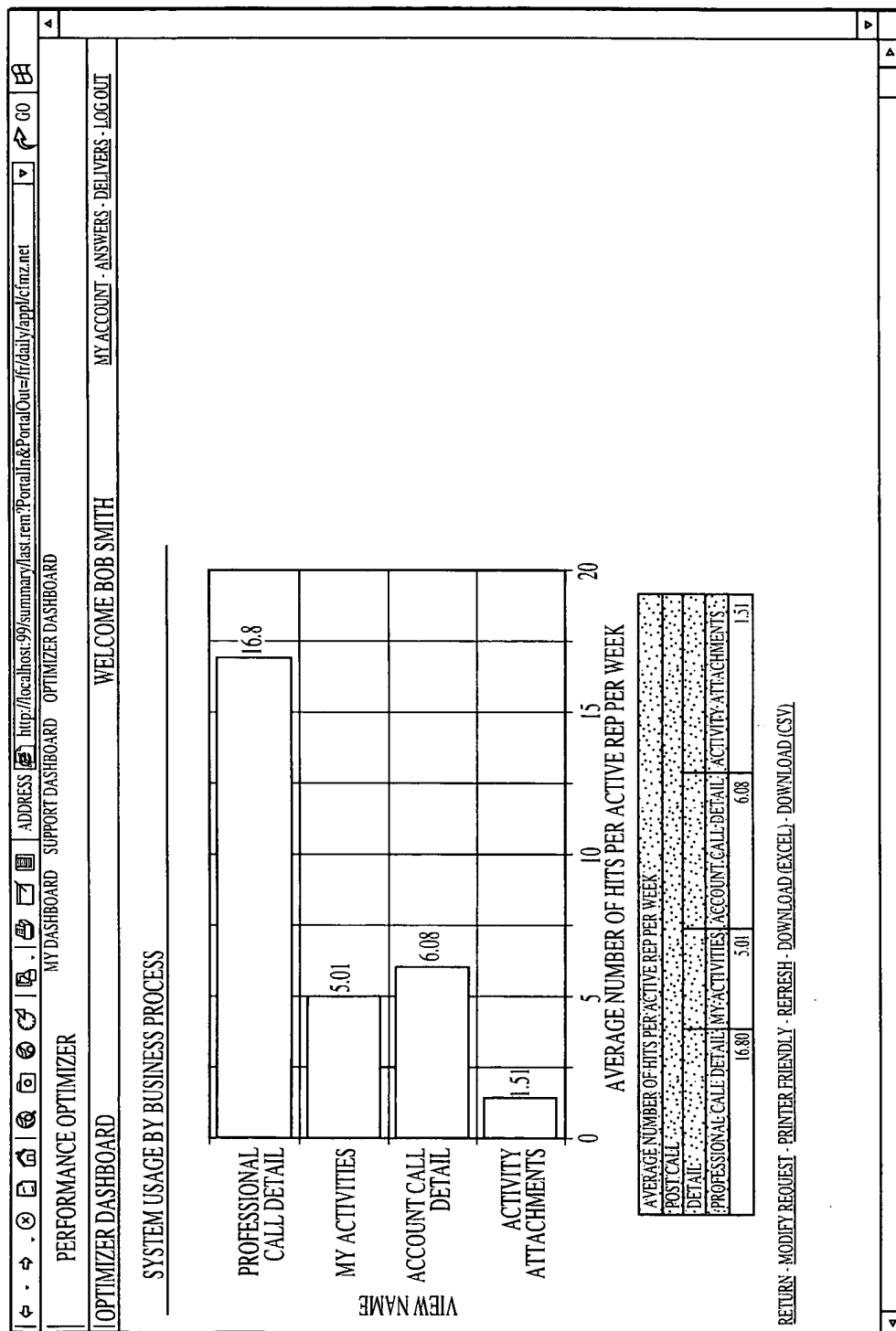


FIG. 9E



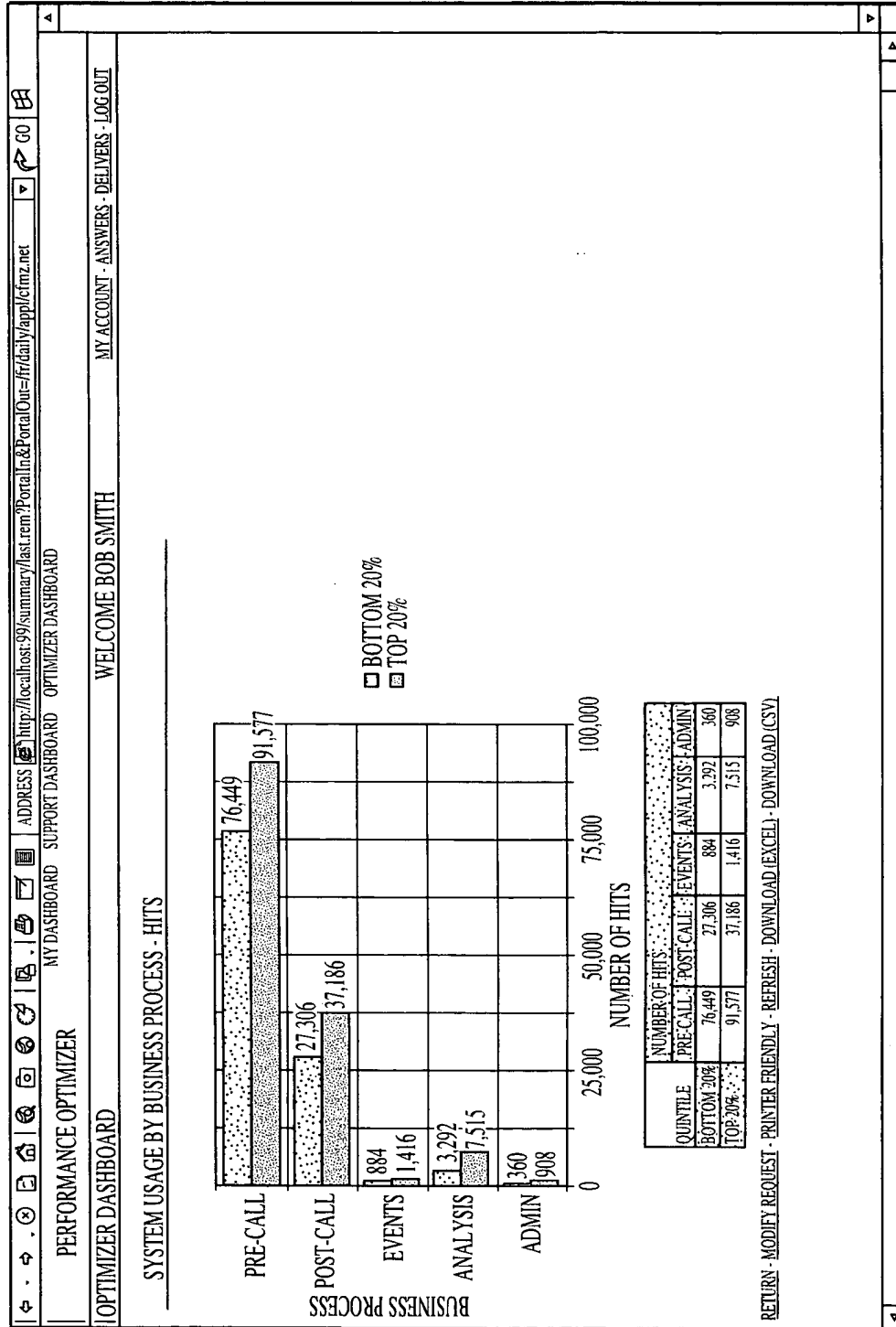


FIG. 9G

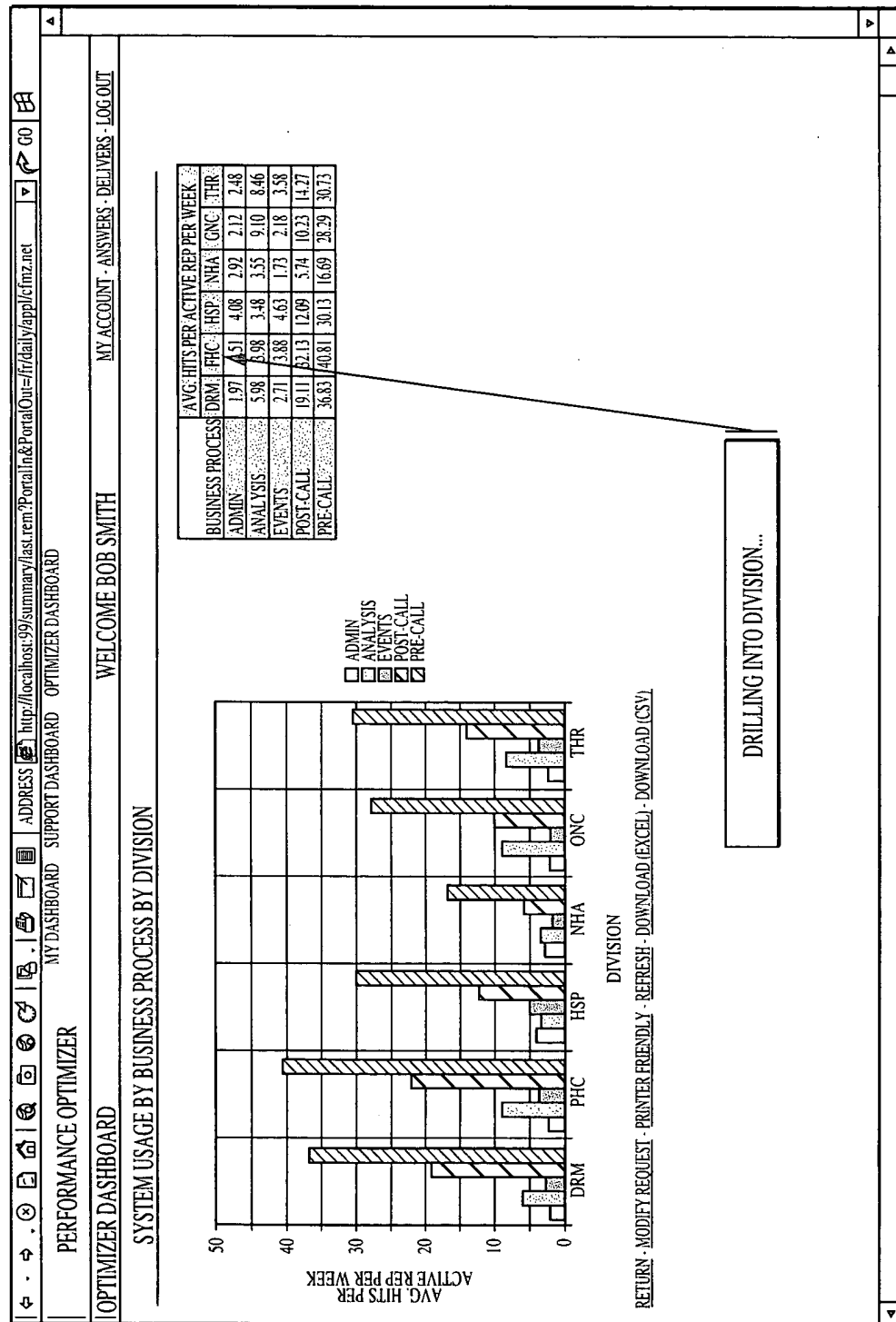


FIG. 9I

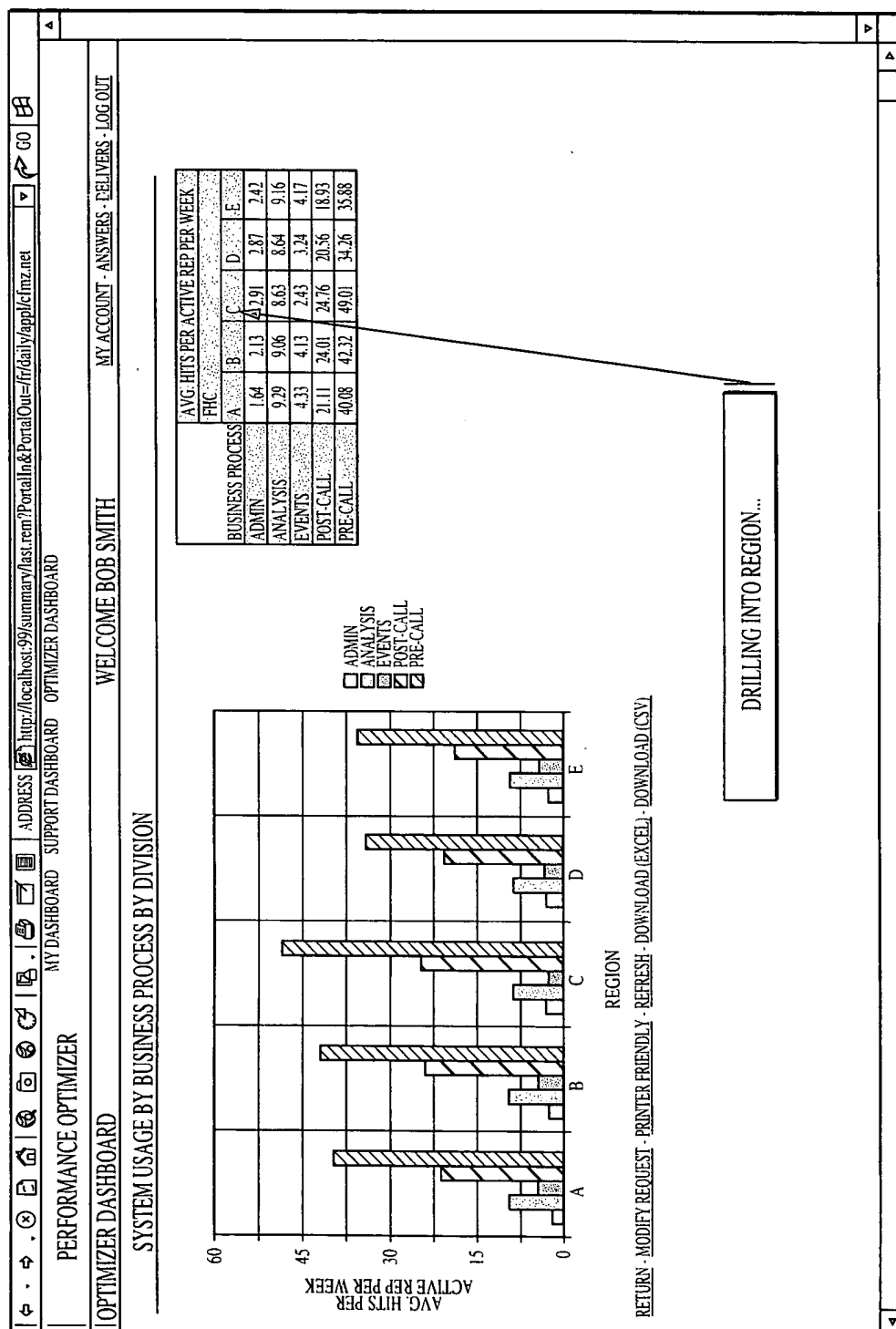


FIG. 9J

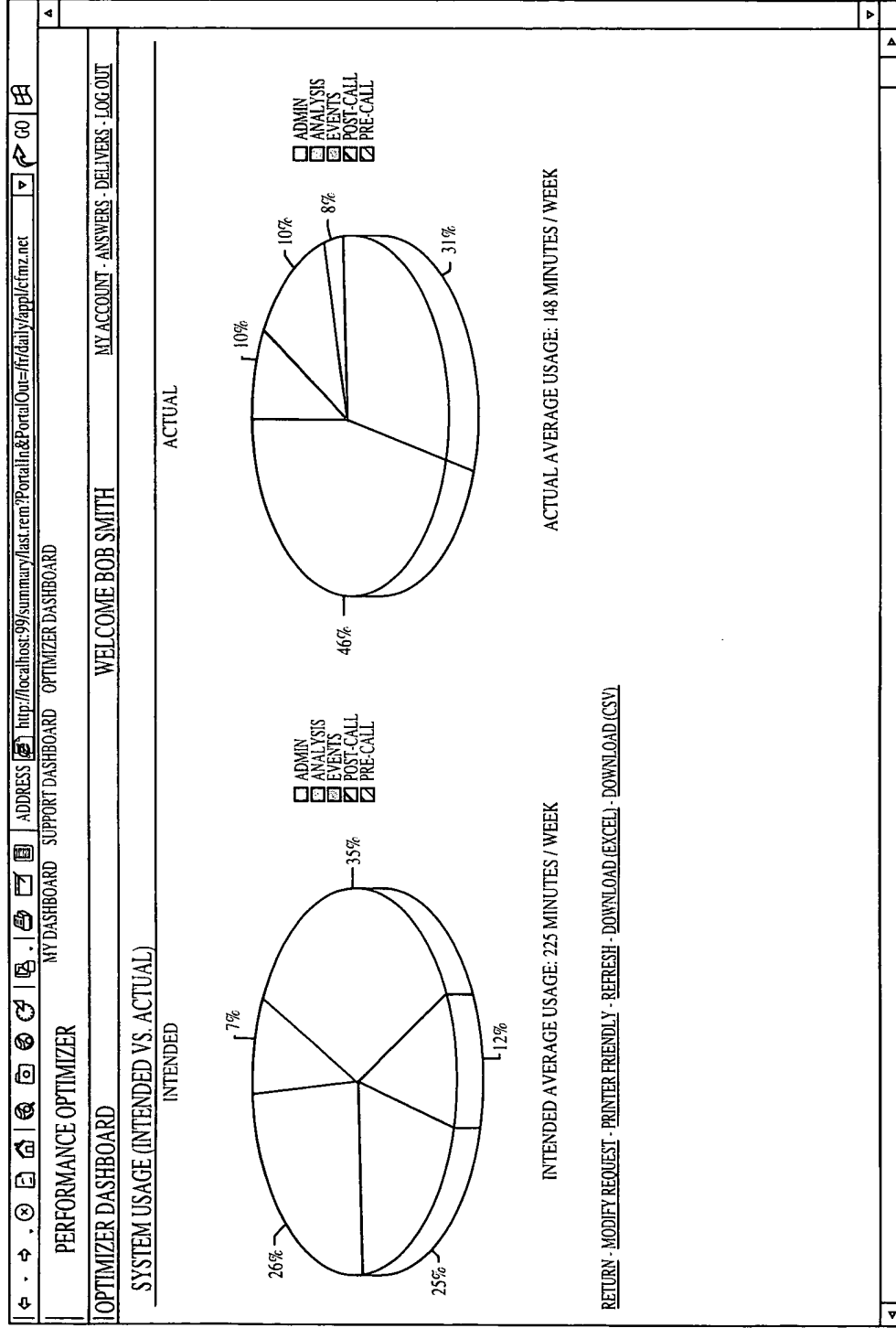
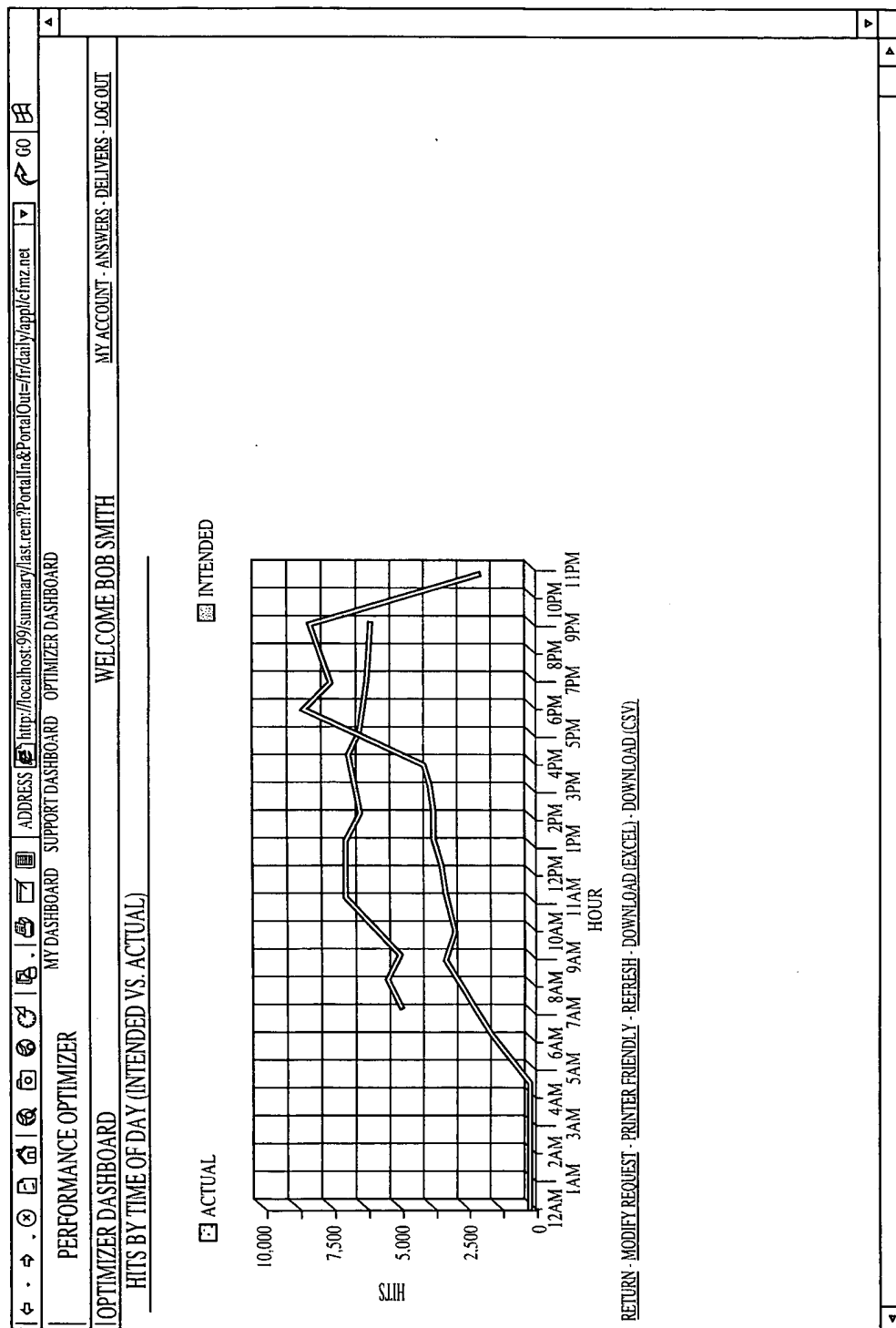


FIG. 9M



HOME ABOUT CONTACT FAQ SUPPORT LOG OUT MY DASHBOARD SUPPORT DASHBOARD OPTIMIZER DASHBOARD	WELCOME BOB SMITH MY ACCOUNT - ANSWERS - DELIVERS - LOG OUT	GO															
PERFORMANCE OPTIMIZER																	
OPTIMIZER DASHBOARD																	
PHYSICIAN BASED REFS - DRIVERS OF QUOTA																	
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">INDEPENDENT VARIABLE</th> <th style="text-align: left;">PERCENT OF VARIANCE EXPLAINED</th> </tr> </thead> <tbody> <tr> <td>CALLS TO HELPDISK REGARDING CRM</td> <td>3.0%</td> </tr> <tr> <td>CALLS TO TOP PHYSICIANS</td> <td>14.2%</td> </tr> <tr> <td>CRM TRAINING</td> <td>7.6%</td> </tr> <tr> <td>CRM USAGE</td> <td>12.0%</td> </tr> <tr> <td>TENURE IN SALES TERRITORY</td> <td>19.0%</td> </tr> <tr> <td>TENURE WITH COMPANY</td> <td>23.1%</td> </tr> <tr> <td>-UNEXPLAINED VARIANCE</td> <td>21.1%</td> </tr> </tbody> </table> <p style="text-align: center;">PERCENT OF VARIANCE EXPLAINED</p>	INDEPENDENT VARIABLE	PERCENT OF VARIANCE EXPLAINED	CALLS TO HELPDISK REGARDING CRM	3.0%	CALLS TO TOP PHYSICIANS	14.2%	CRM TRAINING	7.6%	CRM USAGE	12.0%	TENURE IN SALES TERRITORY	19.0%	TENURE WITH COMPANY	23.1%	-UNEXPLAINED VARIANCE	21.1%	<div style="position: absolute; top: 10px; right: 10px; border: 1px solid black; padding: 5px;"> DRILLING INTO CRM USAGE... </div>
INDEPENDENT VARIABLE	PERCENT OF VARIANCE EXPLAINED																
CALLS TO HELPDISK REGARDING CRM	3.0%																
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<div style="display: flex; justify-content: space-between;"> <ul style="list-style-type: none"> <input type="checkbox"/> CALLS TO HELPDISK REGARDING CRM <input checked="" type="checkbox"/> CALLS TO TOP PHYSICIANS <input checked="" type="checkbox"/> CRM TRAINING <ul style="list-style-type: none"> <input checked="" type="checkbox"/> CRM USAGE <input checked="" type="checkbox"/> TENURE IN SALES TERRITORY <input checked="" type="checkbox"/> TENURE WITH COMPANY <input checked="" type="checkbox"/> -UNEXPLAINED VARIANCE </div> <p style="text-align: right;">RETURN - MODIFY REQUEST - PRINTER FRIENDLY - REFRESH - DOWNLOAD (EXCEL) - DOWNLOAD (CSV)</p>																	

FIG. 90

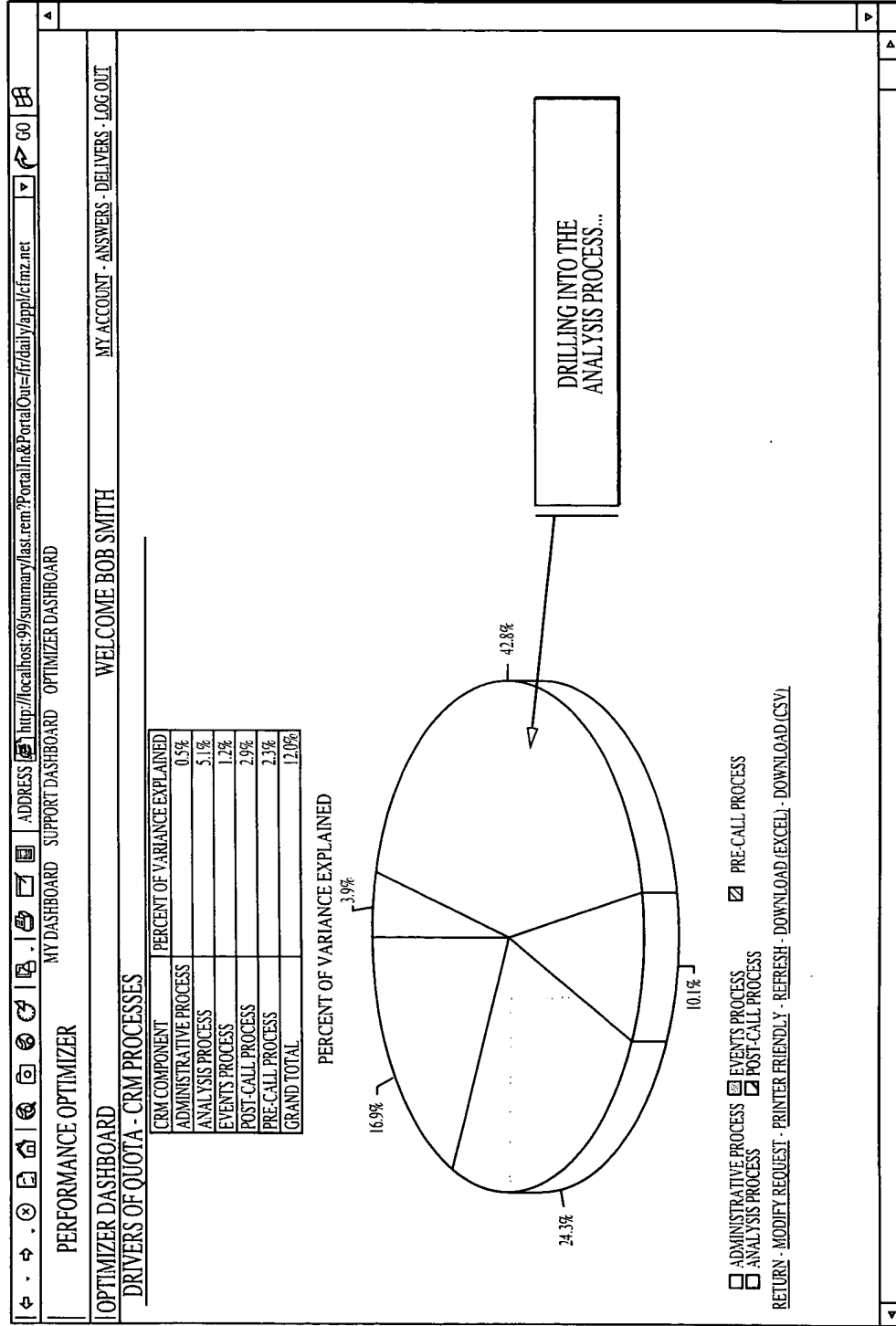


FIG. 9P

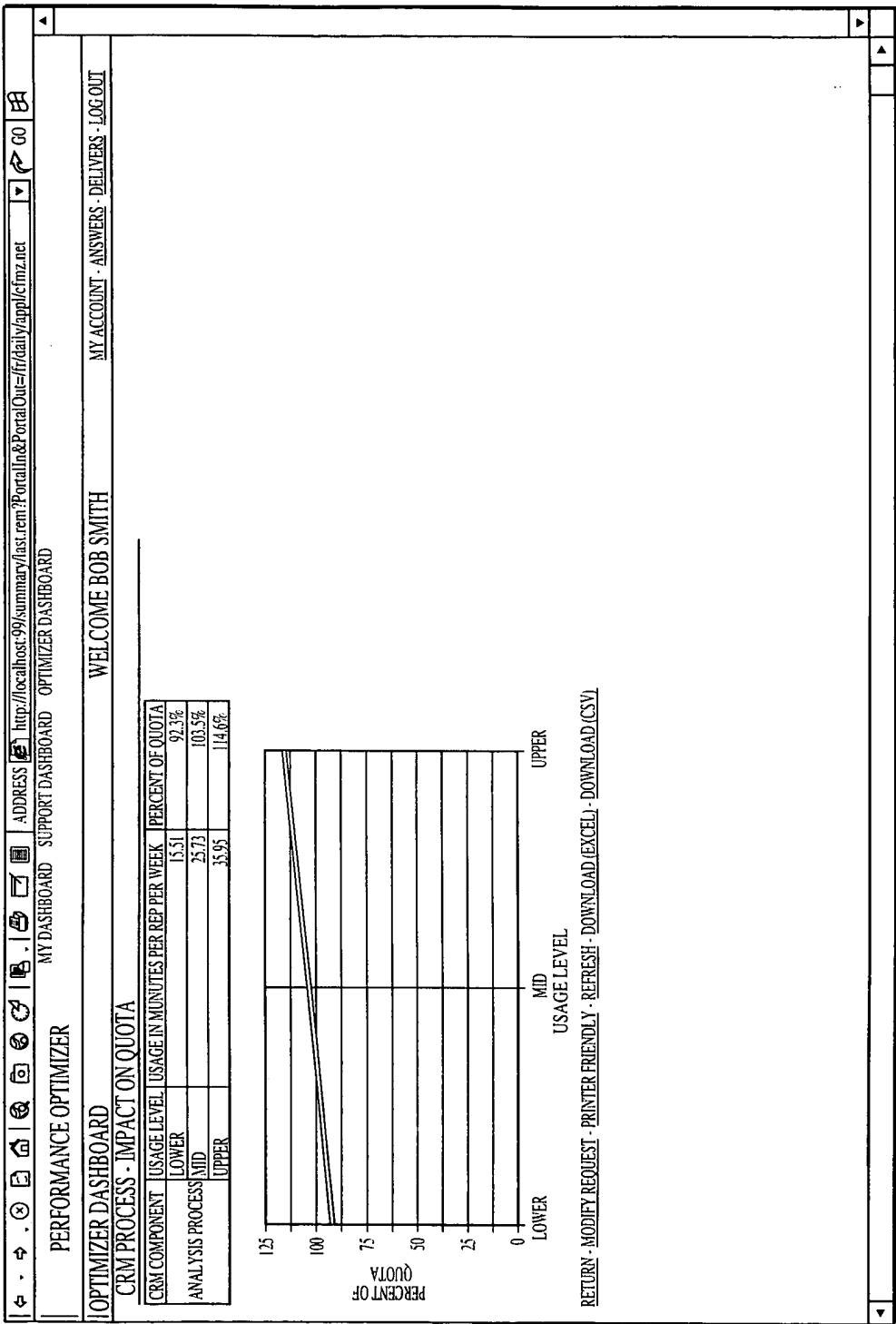


FIG. 9Q